

OUTDOOR LIFE



HUNTER'S BONUS | 2010

HUNTER'S BONUS – AVID HUNTERS AND TOP HUNTING STATES

Circulation: 600,000

Outdoor Life's Hunting Bonus is a special editorial section bound into the regular edition of *Outdoor Life* and circulated only to subscribers in the top hunting states. Dedicated to the hard-core sportsman with in-depth articles on advanced hunting tactics, Hunting Bonus covers how-to and guns-and-gear information for rifle, muzzleloader and shotgun enthusiasts. Big-game, waterfowl, predator, upland-bird and small-game hunting are covered in this fast-paced section along with the latest gear innovations.

RATES

	Full Page	2/3 Page	1/2 Page	1/3 Page
4/Color	\$52,800	\$44,000	\$33,200	\$24,400
2/Color	\$45,900	\$38,400	\$28,700	\$21,400
B/W	\$42,400	\$35,300	\$26,800	\$19,700

CLOSING DATES

Issue	Ad Close	On Sale
August	5/25/10	7/20/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10
November	8/25/10	10/19/10

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.

Circulation from a Mix of Top Hunting States: TX, PA, MI, NY, WI, MN, OH, MO, GA, AL, AR, LA, TN, VA, NC, IN, KY, CA, IL, MS, OK, OR, WV, SC, WA, IA, FL, KS, UT, MT, CO, ID